
HOW TO DETERMINE YOUR NEXT BEST FUNDRAISING EVENT

In-Person, Virtual or Hybrid?

WEBINAR AGENDA



Scott Couchman

Training Manager
MobileCause

- Important Fundraising Lessons From 2020
- The Truth About In-Person, Virtual and Hybrid Events
- Determining Which Option is Best for Your Nonprofit
- 7 Tools and Strategies to Maximize Your Event's Success

POLL



What are your upcoming plans for hosting a **Fall fundraising event**?

1. Have a virtual event in the works
2. Going back to in-person events
3. Will be hosting a hybrid event
4. Still figuring out our strategy
5. No plans yet



HOW TO DETERMINE YOUR NEXT BEST FUNDRAISING EVENT: IN-PERSON, VIRTUAL OR HYBRID?

Lessons Learned from Fundraising in 2020

Will fundraising ever look the same?

- Creative fundraising will carry on
- Rethink what kind of events are best for your nonprofit
- A lot of value to hosting virtual events past 2020
- Don't push off virtual just because in-person is back



The Truth About In-Person Fundraising Events

- + Great for small, community based organizations
- + Builds face-to-face connection with donors
- + Helps create fun and meaningful moments
- + Typically raises the most
- Overhead costs higher
- Limits attendance



The Truth About Virtual Fundraising Events

- + Increases reach outside of your local community
- + Enables attendance by anyone, anywhere
- + Lowest overhead costs
- + Net revenue is often higher than in-person events
- + Can be simple to set up
- Can also require more technical requirements



The Truth About Hybrid Fundraising Events

- + Benefit from the positives of both in-person and virtual events
- May need more resources or people to run certain elements



Key Questions for Evaluating Event Options

- What are your goals? What would you like to accomplish?
- What is most important for you to achieve?
- What resources and support do you have?
- How will your donors participate most?
- What is your budget?



Determining Which Option Is Best For Your Nonprofit

Each campaign or event may be different

- Should your strategy be more than one event?
- Set yourself up for success in all areas



Now that you know how to choose the right event for your organization, let's take a look at the **tools and strategies** that ensure any kind of event's success.



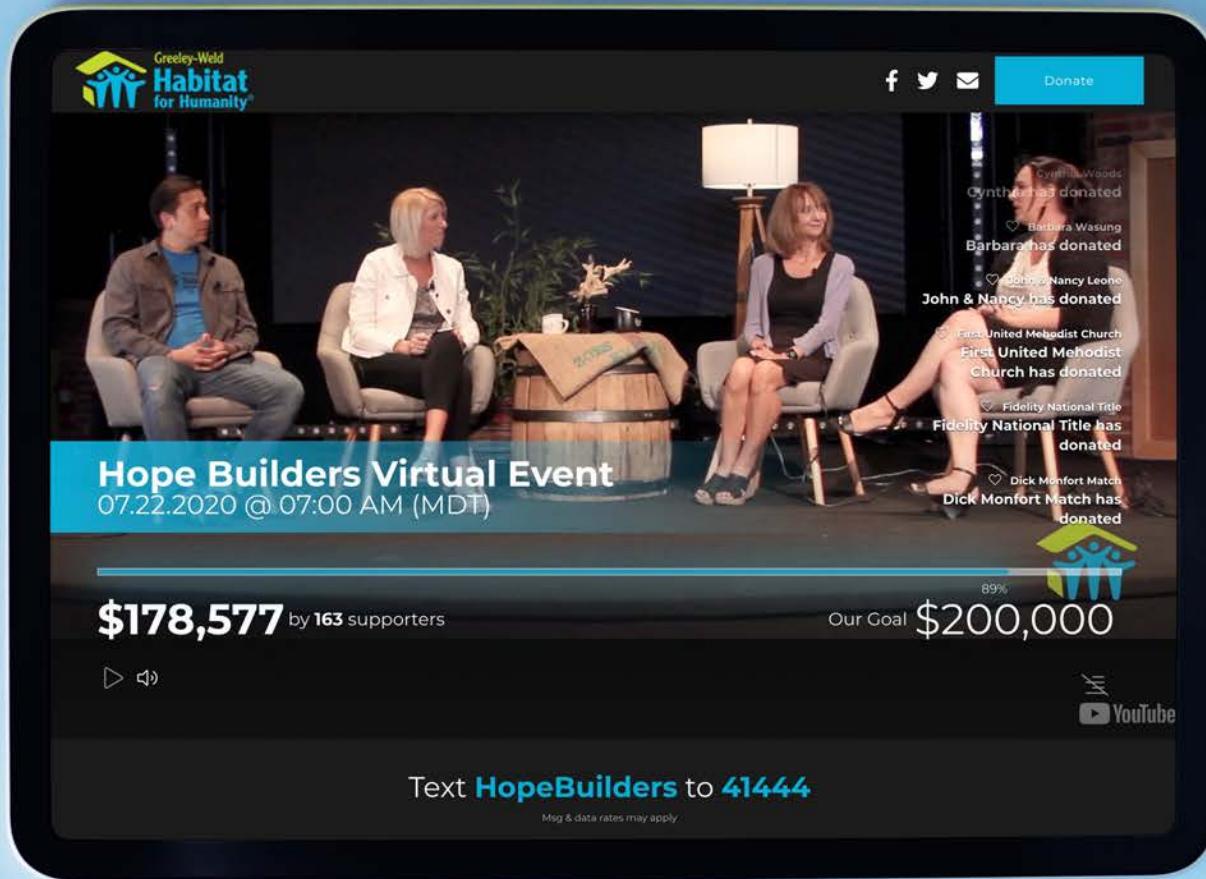
7 TOOLS AND STRATEGIES TO MAXIMIZE YOUR EVENT'S SUCCESS

Event Page

Provides one convenient place and link for all event information, communication and promotion

- Feature all important event details
- Embed livestream and videos
- Include ability to donate, register and sponsor event
- Add mission, impact statements, compelling images and more

Fun Fact: An Event Page improves campaign effectiveness by driving multiple calls-to-action and increasing conversion rates



Event Registration

Tracks participation to know expected attendance and support communication before during and after event

- Offer free or paid tickets
- Automate receipt with event details
- Add the option to donate when registering
- Guest management provides individual details
- Enables contactless check-in and attendance tracking

GENESIS
Community Health

2020 Genesis Annual Benefit Dinner Event

Thursday | April 23rd | 07:00 PM (MDT)
Your Home via a computer or smart tv

Genesis' first ever virtual benefit dinner will feature guests HGTV's Boise Boys, Luke Caldwell and Clint Robertson. This year the event venue is your home and the complimentary dinner is your meal choice via the closest Chick-fil-A drive through!

Free meal gift card(s) for any Treasure Valley Chick-fil-A drive through 1
FREE • 2 Guest Limit
Night of Event use the free gift cards(s) at any Treasure Valley Chick-fil-A Drive through. Please limit 2 per household.

Opt out of Chick-fil-A Free Meal Gift Card 0
FREE
This many of us will be attending so please send details how to join the event. We will be providing our own meal.

Question you'd like to ask Genesis or The Boise Boys?

255 character limit 0 / 255

[Register Now](#)

Online and Mobile Giving

Makes contactless giving easy for donors, anytime, anywhere and from any device

- Create branded, event-aligned keyword and shortcode
- Promote link and text-to-donate details widely across channels
- Share keyword and shortcode during event on screen and verbally
- Show text-to-donate in action during your event

Fun Fact: \$97 is the average text-to-donate gift

Source: MobileCause annual donor data year-ending 2020



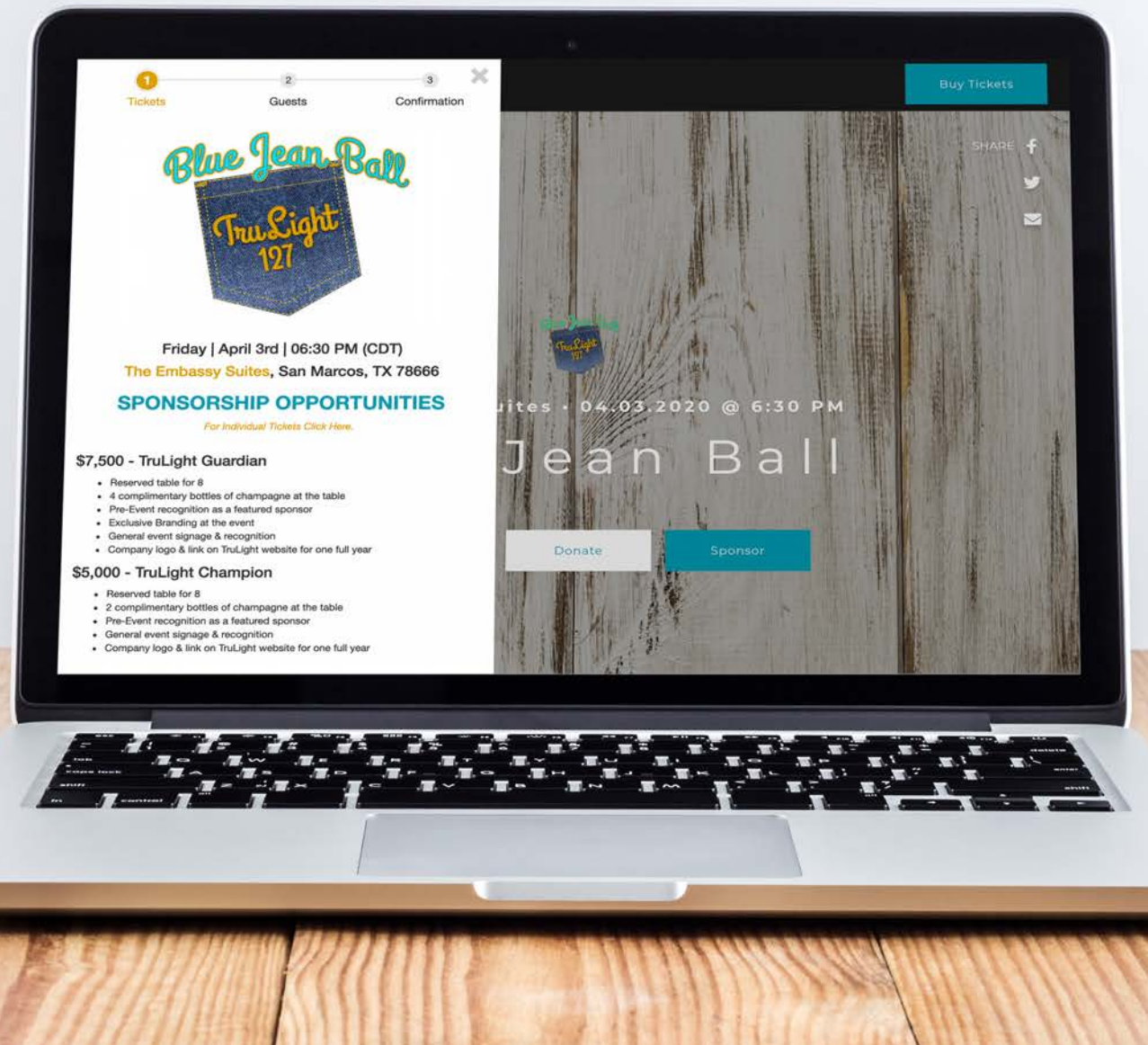
Sponsorships

Allows businesses to support your mission and benefit from the promotion, while bringing in additional revenue

- Provide packages, benefits and order form all online
- Promote sponsors on Event Page and in event materials
- Include their logos and links in emails, on website and Event Page
- Shout out sponsors during your event

Fun Fact: 90% of businesses indicate that partnering with reputable nonprofits enhances their brand

Source: Nonprofits Source. (2018) Corporate Giving Trends



Mobile Messaging

Reach guests with the communication method they use most

- Text event invites, information, links and updates
- Share event details and updates
- Send countdown reminders before the event begins
- Contactless and easy ways to request information, brochures, newsletter sign up and more

Did You Know? Americans, on average, check their phones 262 times a day, that's once every 5.5 minutes

Source: Wheelwright, Trevor. "Cell Phone Behavior in 2021: How Obsessed Are We?." Reviews.org. April, 2021



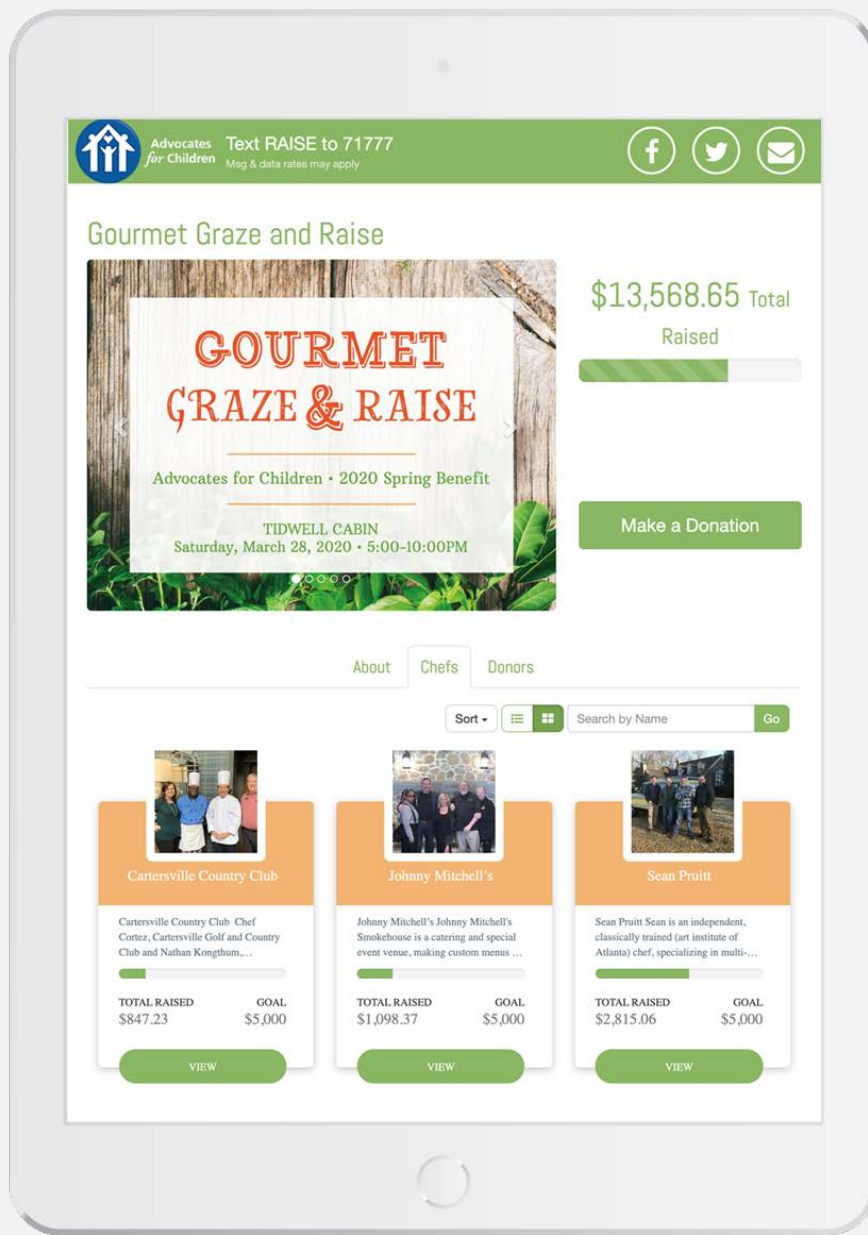
Peer-to-Peer Fundraising

Engage passionate supporters, increase reach and boost fundraising total

- Encourage Table Hosts to fundraise and hold watch parties
- Get board and sponsors involved leading up to event
- Host challenges and unveil winners at event
- Incorporate “voting” into your event program

Fun Fact: \$634 average amount raised by volunteer fundraisers

Source: MobileCause annual donor data year-ending 2020



Online Auctions

Enables participation from both attendees and non-attendees to raise more

- Bidders bid from their phone, computer or tablet
- Send notices when a supporter is outbid
- Display live auction stats
- Manage your auction from anywhere

Fun Fact: When moving to mobile bidding, nonprofits see, on average, a 30% increase in the amount raised when compared to paper-based auctions.

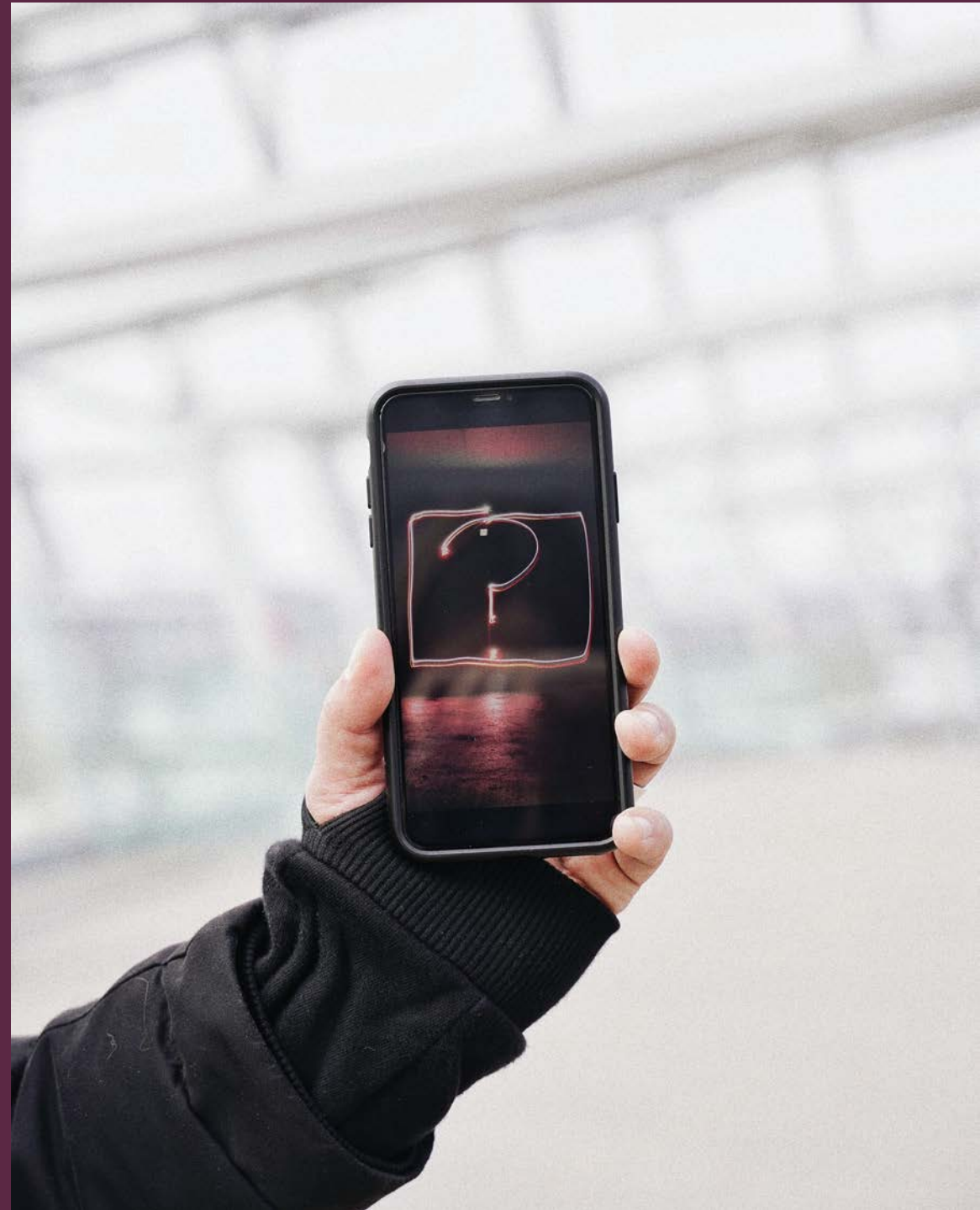
Source: GiveSmart

We hope these **ideas, tools and strategies** help point you in the right direction and host an event that helps grow your reach and your mission.

QUESTIONS & ANSWERS



mobilecause





Work on your campaign with our Digital Fundraising Strategy team: <http://mobilecause.me/dfsinfo>



training@mobilecause.com



Customer Support Team:
support@mobilecause.com